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Inside Information

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NORTHEAST INFORMATION DIRECTOR DIES

Bryan Killikelly, regional director of the New York information office administered by USDA's Agricultural Marketing Service, died of cancer March 11 in a New York hospital.

Killikelly had been Northeast regional information director 17 of his 22 years with USDA.

He was most noted for his direct mail campaigns of encouraging commercial reproduction and distribution of USDA publications.

A USDA certificate of merit and cash award in excess of \$1,000 will be presented posthumously to his widow, Irene Killikelly, for his cost-saving achievements.

Killikelly's latest project to get food chains to print and distribute "Safe Handling Tips for Meat and Poultry," prepared by USDA's Food Safety & Inspection Service, has already resulted in a total of 1.5 million reproductions at no cost to USDA.

It is estimated it would have cost the Food Safety & Inspection Service about \$370,000 to print and individually distribute an equal number of the popular consumer publication.

Killikelly was a native of Indiana and had worked in agricultural communications his entire career, mostly in private industry before going to work for USDA in New York.

Messages and cards of sympathy may be sent to Mrs. Killikelly and their three children, Joanne, Susan and Tim, at 175-39 Dalny Road, Apt. 4-G, Jamaica Estates, NY 11432.

NORTHEAST COSDA TO HOLD MEETING

Northeast Communications Officers of State Departments of Agriculture will hold a meeting April 14 in New York City.

The meeting will be held in conjunction with the U.S. International Food Show, which will be in the New York Coliseum April 14-18.

JOINT REGIONAL ACE WORKSHOP SCHEDULED

"Communications: The Economics of Excellence" is the theme of a joint Northeast Region and D.C. Region conference scheduled May 16-19 at the National 4-H Center by Agricultural Communicators in Education.

ACE members from northeastern states and Canada will join those from the U.S. Department of Agriculture in the Washington, D.C., area for an action packed workshop which will address many topical issues.

Subjects to be discussed are: Excellence--the challenge to communications; economy--where do we go from here; free flow of information--does it exist in government; communications channels--what's changed; marketing publications--a success story; capitol coverage--the White House beat; and how to do more work with less staff and increased stress.

Several tours are planned.

Anyone interested in attending the 3-day workshop should contact Judith Bowers, Extension Service, Room 3137-S, U.S. Department of Agriculture, Washington, DC 20250, or call 447-4241.

AUDIOVISUAL COMMUNICATIONS COURSE SET

A picture is worth a thousand words, as the increasing demand for audio-visual equipment can testify.

In turn, there is an increasing need for trained audiovisual technicians.

"Audiovisual Communications: Principles and Techniques," a 10-week course, will be offered by the USDA Graduate School this spring. The classes will be held each Thursday from 6 to 9 p.m. The fee is \$69 plus \$10 lab fee.

The course will serve as a "hands-on" familiarization with audiovisual equipment commonly used in educational, commercial and industrial settings.

The design, functions and operations of various types of projection equipment and their maintenance will be studied.

Registration is from March 23 to April 3, from 11 a.m. to 6:30 p.m. Monday through Friday, in Wing 4 of the South Agriculture Building, or call 447-4419.

NEW MEXICO RESEARCH PLAN SUMMARIZED

"Changing--A Plan for Agricultural Research," recently published by the New Mexico Agricultural Experiment Station, is an excellent summary of the station's 5-year research plan through 1985.

The publication, edited by Linda Harris, New Mexico State University Agricultural Information Department, managed to keep the research objectives down to concise statements of realistic objectives, all in a very graphic presentation.

Her introduction sets a proper tone for the entire 40-page publication.

Robert Coughlin, NMSU media specialist, says there aren't many extra copies of the publication available, but he believes the Experiment Station would make some copies available to serious inquiries.

Anyone interested in getting a copy, contact Robert Coughlin, Agricultural Information Department, New Mexico State University, Las Cruces, NM 88003.

COMMUNICATOR SEARCHING FOR POSITION

Karen L. Moore, who has B.S. in home economics journalism and will receive M.S. in family and consumer economics in August from the University of Missouri, is searching for an information position. She can be reached at 1634 Towne Dr., Apt. 3F, Columbia, MO 65202, or call (314) 474-5374.

SOUTHWEST INFORMATION DIRECTOR RETIRES

Harold C. Bryson, regional director of the Dallas information office administered by USDA's Agricultural Marketing Service, will retire March 29 after 41 years of federal service.

He has been regional information director for more than 20 years, or about half the existence of the Southwest information office.

Bryson is highly regarded and widely recognized as a public affairs and public information professional, often sought by national organizations to appear on programs to discuss public affairs and information practices.

His professional talent has been recognized within USDA, with a certificate of merit and superior service award--the first ever given to a regional information officer--presented to him a few years ago.

He also has served on departmental task forces and appeared before various USDA groups over the years.

Secretary of Agriculture John R. Block presented a special certificate to Bryson in Washington, D.C., on March 17 for his many years of dedicated service to USDA and agriculture in the Southwest.

He also received special certificates of appreciation from the Agricultural Marketing Service and the Animal & Plant Health Inspection Service at a special retirement luncheon held in USDA's executive dining room.

Bryson's home address is 507 West Shore Drive, Richardson, TX 75080.

VETERAN NEW MEXICO EDITOR RETIRES

Virginia Johansen, agricultural editor with the Agricultural Information Department at New Mexico State University, will close a professional career that spans more than 30 years with the university when she retires March 31.

Johansen came to Las Cruces and NMSU in 1946 after spending four years as a radio script writer for USDA in Washington, D.C., and the War Food Administration in Atlanta, Ga.

She started as the editor for NMSU's Agricultural Experiment Station and moved to the Agricultural Information Department in 1954.

She left the university for six years in the 1950s to raise her children and to earn a master's degree in English at NMSU.

She was married to the late Dr. Sigur Johansen, who was a professor of sociology for many years at NMSU before his death in 1973.

Johansen uses the university structure at NMSU as a convenient yardstick of her years there.

She said several departments at the College of Agriculture & Home Economics are as big now as the entire university was when she started.

She said there are more people producing publications at NMSU now, and the composition equipment is more sophisticated, but the work load has increased to keep the pressure on the ag editor.

Johansen isn't going to hang up her editor's pencil. She's going to North Yemen with her husband, Dr. David W. Francis, retired professor of poultry science at NMSU, where she actively plans to look for a way to keep on writing and editing.

RETIRED USDA COMMUNICATOR ON WAY HOME

Hal R. Taylor, retired USDA public affairs director, reports he will be leaving Nepal next month after completing his communications assignment there.

He plans stops in Frankfurt, Germany, and Bern, Switzerland, on the way home. He's expecting to arrive in Fairfax, Va., around April 21.

FORMER USDA COMMUNICATOR NAMED TO POST

Jack E. Keyser, former USDA public affairs officer and speechwriter, has been named assistant director for public affairs and development at the International Institute of Tropical Agriculture, at Ibadan, Nigeria, in West Africa.

He joined the institute in August 1981 as a writer and editor.

As assistant director he is responsible for the research center's communications, information and public affairs programs, and conference and visitor services.

A newsman and correspondent for 22 years in Utah, Indiana, Pennsylvania, the Pacific and Far East--including 12 years as an agricultural writer and farm editor--Keyser also served 4 years on the staff of the U.S. Peace Corps, first as senior writer, editor and press aide to the agency director and later as program officer in the Republic of the Philippines.

A native of Lancaster, Pa., Keyser is a graduate of Utah State University.

AGRICULTURAL EDITOR NEEDED IN NIGERIA

The International Institute of Tropical Agriculture is now seeking an experienced editor for its research and general publications.

Jack Keyser, assistant director of public affairs and development for the institute, says candidates must have 5 to 10 years editing experience with agricultural research publications. A B.S. degree, preferably in agricultural communications or journalism, is essential.

The editor will work with scientist-authors in preparation of manuscripts for the institute's publications and for technical journals, final editing of manuscripts to meet international standards, and work with artists on layout and design of the institute's publications.

In return, Keyser says the institute offers attractive tax-free salary, paid life insurance, medical and retirement benefits and annual home leave vacations.

Nominal cost housing is furnished and full recreational facilities (swimming, tennis, golf and squash) on a beautiful 2,000-acre headquarters site are provided.

Interested persons should reply by airmail letter with vita by April 15 to: Jack E. Keyser, Assistant Director, Public Affairs and Development, International Institute of Tropical Agriculture, Oyo Road, P.M.B. 5320, Ibadan, Nigeria.

DEADLINE SET FOR NAGC CONTESTS

May 1 is the deadline for 1982 entries in the National Association of Government Communicators' annual Blue Pencil and Gold Screen contests.

The annual contests recognize outstanding print and audiovisual media of government communicators. The contests are being combined this year.

Entries must have been produced in 1981, although they may have been issued or released in 1982. Entry forms and details are available from Linda Buseti, P.O. Box 7127, Alexandria, VA 22037, or call (703) 768-4546.

The 1982 contest winners will be notified around June 1. An awards banquet will be held in mid-June in the Washington, D.C., area.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land-Grant Universities. Any items, comments and inquiries should be addressed to Stan W. Prochaska, Assistant Public Affairs Director, Room 407-A, U.S. Department of Agriculture, Washington, DC 20250, to AGR002 on the Dialcom INTERCOMM system, or call (202) 447-7454.